

# **Mining Users' Interests in Discussing Books on Social Media**

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## **ABSTRACT**

Libraries have used book reviews to support their decision on book selection and collection building. Many researchers proved that online reviews are helpful for the decision on product or service purchases. However, little research has been done on online book reviews about their usefulness in selecting books. This study is part of a larger research project aiming to examine whether online reviews would represent significant factors in selecting appropriate books for children. This study investigates users' interests in discussing books by analyzing sentiments of online book reviews on the two platforms and examines a relationship between two different platforms regarding users' rating scores of the same book. The null hypotheses and the alternative hypotheses are developed based on the research problems for the Pearson correlation coefficient ( $r$ ) measure. This study's findings identify the values of online reviews in selecting books for children. Future research will take further steps in investigating the relationship between word frequency and the features of books.

## **ALISE RESEARCH TAXONOMY TOPICS**

social media; metadata; data mining; natural language processing.

## **AUTHOR KEYWORDS**

online reviews; social behaviors; social discussion; social reviews.